



France

MARKET REVIEW 2016

German Visitors in Finland – Statistical Trends and Profile

VOLUME OF FRENCH OUTBOUND TRAVEL AND IMPACT FOR FINLAND



Population 67,1 million people

Outbound travel from France:

49,4 million

arrivals to all destinations

in 2016

+6 % compared to 2015

Europe's share of French outbound travel is **70 %**

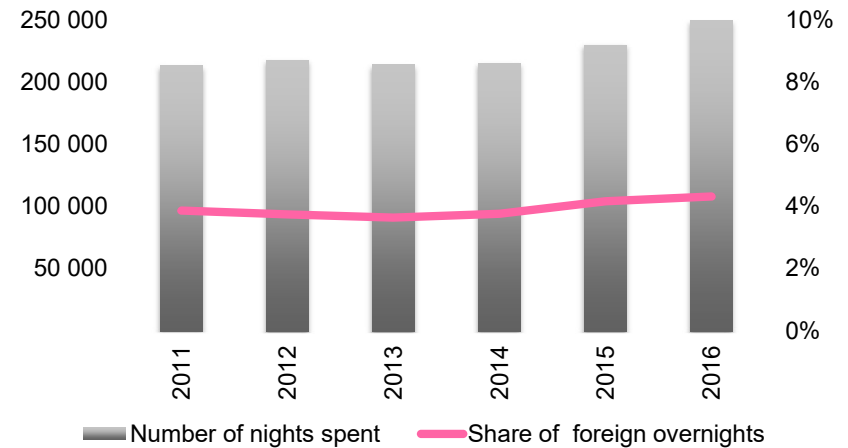
Finland's share of French outbound travel is **0,3 %**

France is the 6th most important market for Finland by the number of overnights

250 000 registered overnights* from France in 2016

4 % of all foreign overnights in Finland

Average annual change of overnights **2,4 %** per year (2010 – 2016) and **8,7 %** in 2016



* Incl. hotels, motels, hostels, youth hostels, holiday villages and camping sites with at least 20 bed places or caravan pitches with electrical connection points.

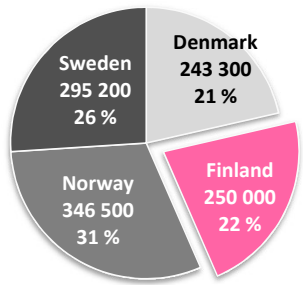
Sources: CIA World Factbook
Tourism Economics
Statistics Service Rudolf

Finland is the most popular winter destination among the Nordic countries with a 41% share of the French overnights

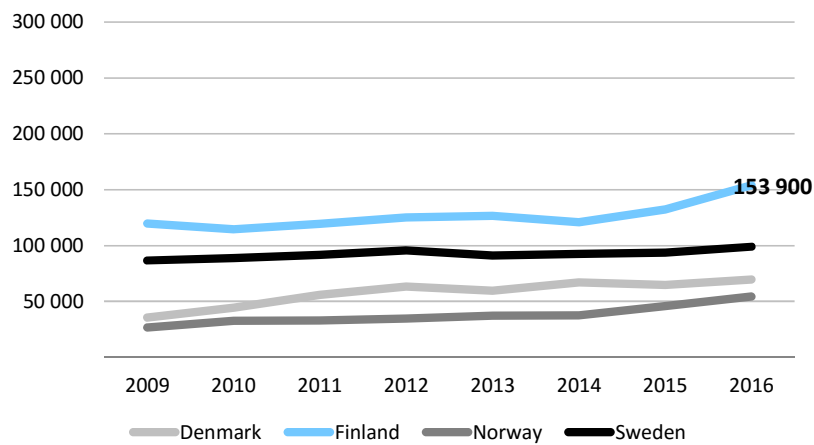


Finland has a 22% share of the French overnights in the Nordic countries. All Nordic countries except Sweden experienced strong growth rates in the number of French overnights in 2016. Finland is the most popular of the Nordic countries in winter with a 41% share of the French overnights, but in summer Finland is behind other Nordic countries with the smallest share of French overnights.

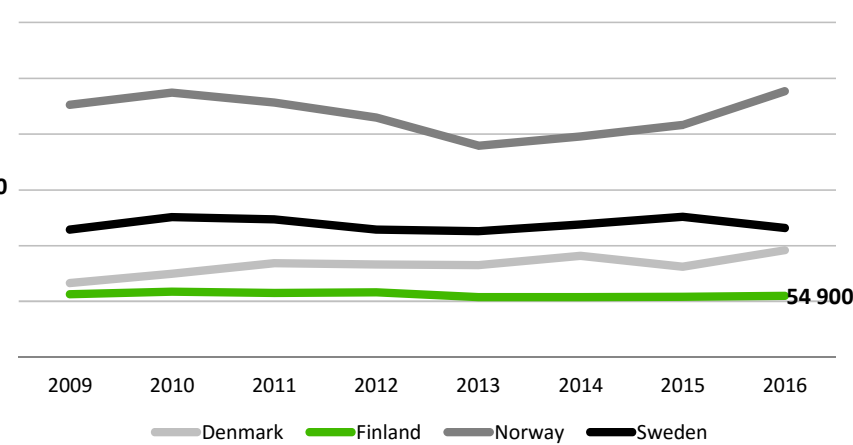
Nordic countries' share of French overnights 2016



French overnights in the Nordic countries, winter season (Dec-Apr) 2009-2016



French overnights in the Nordic countries, summer season (Jun-Aug) 2009-2016

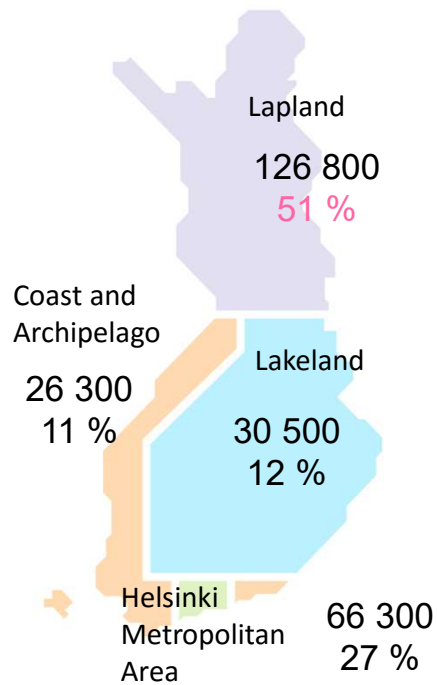


Sources: Statistics Service Rudolf, Visit Finland
Statistics Sweden, Norway and Denmark

DESTINATION AREAS IN FINLAND



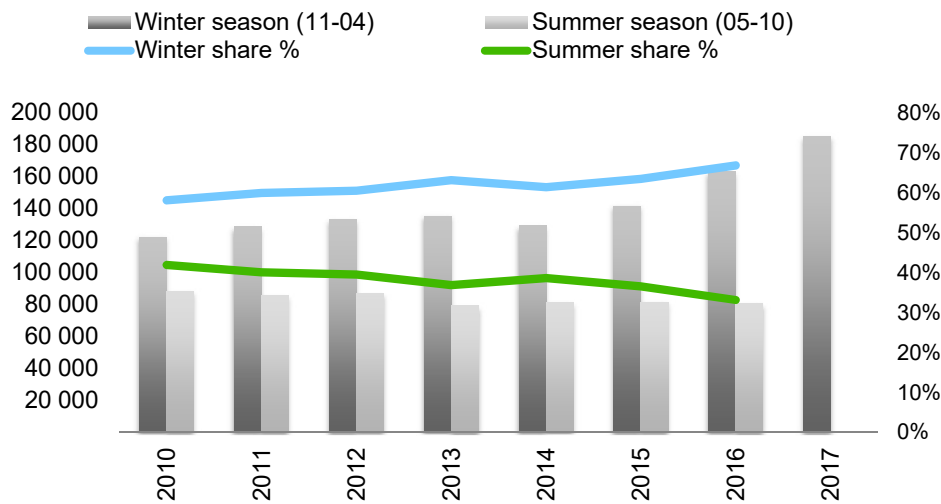
Number of French overnights and share by destination area in 2016



Lapland was the most preferred area for visitors from France in 2016 with half of the French overnights in Finland.

A quarter of overnights from France were registered in Helsinki Metropolitan Area.

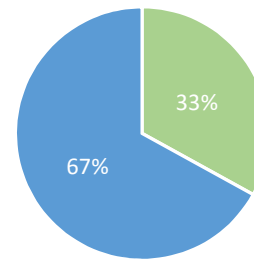
TWO THIRDS OF FRENCH OVERNIGHTS IN FINLAND ARE REGISTERED IN WINTER



French overnights in 2016 in Finland, share:

Summer
80 900 overnights

Winter
163 100 overnights



The majority of French overnights are registered in the winter season in Finland.

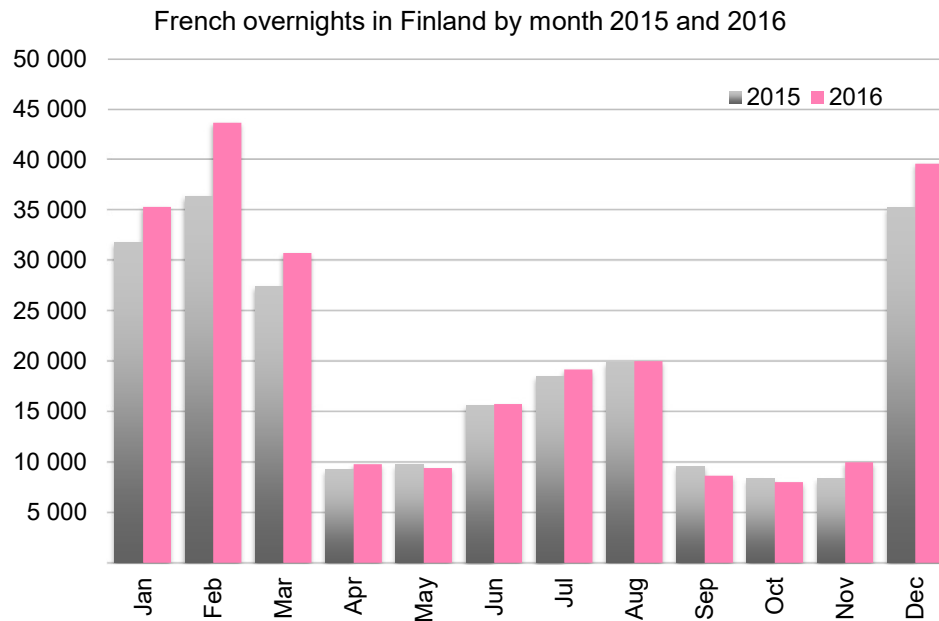
The number of overnights grew by 15 % in the winter season 2016 and decreased by 1 % in the summer season compared to previous year.

The overnights grew by 13 % in the winter season 2017 compared to the winter season 2016.



Source: Statistics Service Rudolf, Visit Finland

TOURISM BY SEASON



TOP 3 months,
percentage of yearly
overnights:

February 17 %
December 16 %
January 14 %

Winter is the most popular season for the French to stay in Finland. February, December and January were the most popular months for French visitors in 2016.

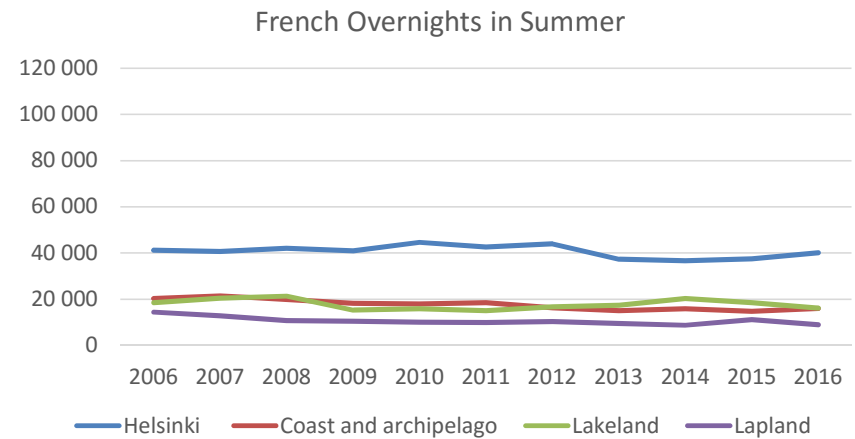
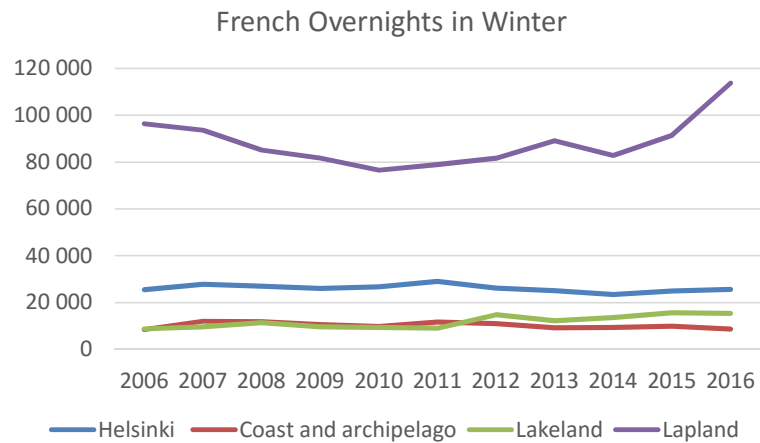


Source: Statistics Service Rudolf, Visit Finland

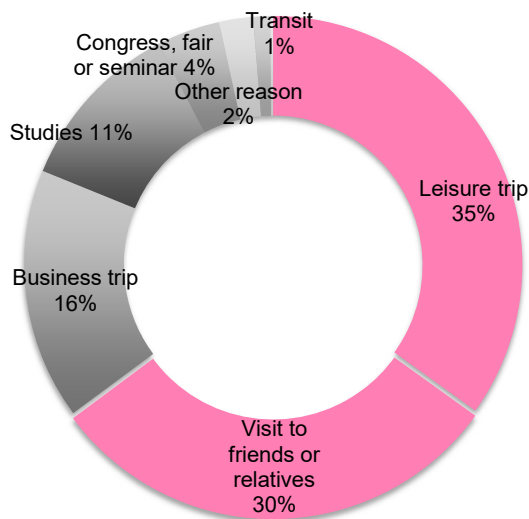
Lapland most popular winter destination



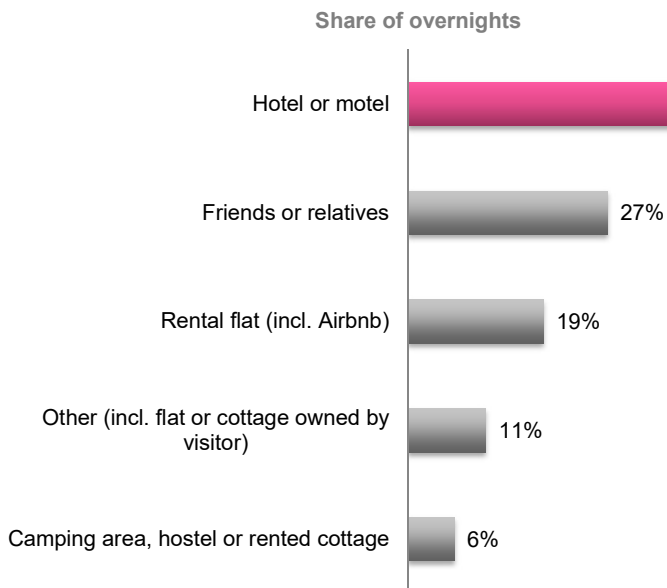
Summer is a slightly more popular tourist season than winter in all other areas except in Lapland. In the winter season 2016, 70% of all French overnights in Finland were registered in Lapland.



PURPOSE OF THE TRIP AND ACCOMMODATION TYPE



A third of trips made from France were leisure trips. Another almost a third were a visit to friends or relatives.



For French visitors, the most typical accommodation type by the number of nights spent was a **hotel or motel** accounting for half of total overnights. Second most nights were spent with **friends or relatives**.



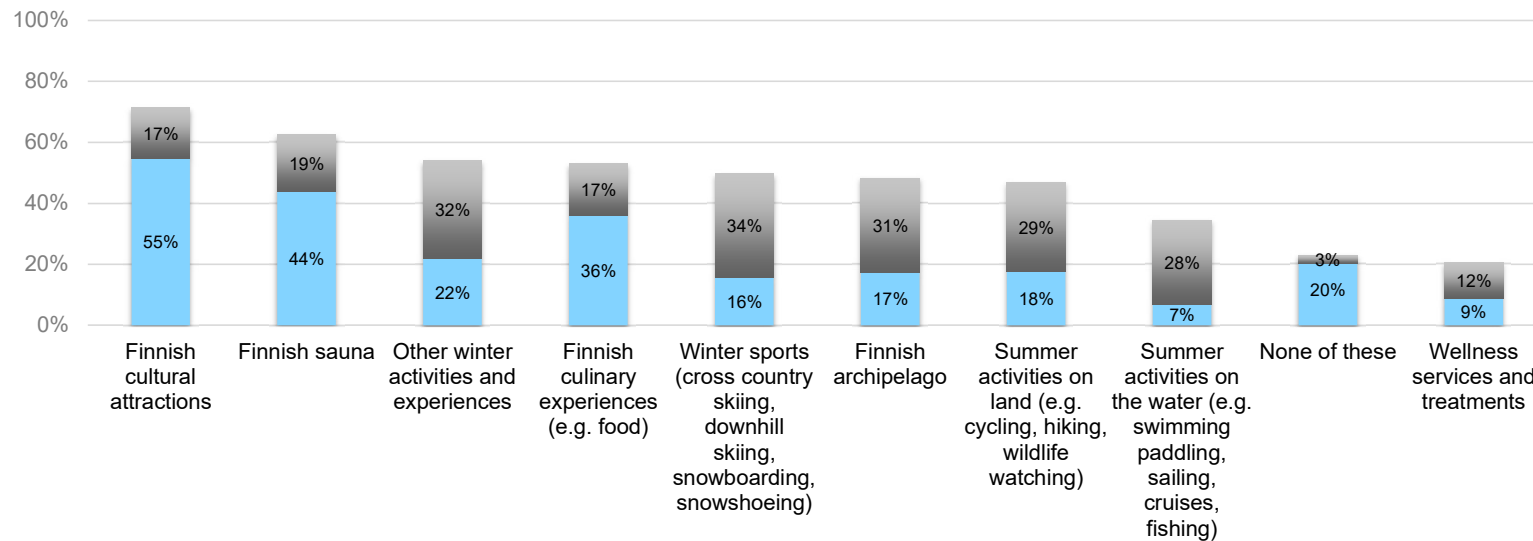
ACTIVITIES AND EXPERIENCES IN FINLAND



What is interesting about and what was experienced in Finland

Share of 176 000 trips to Finland

■ Interested in and experienced during trip ■ Interested in but not experienced



For French visitors the most interesting activities in Finland in 2016 were cultural attractions. More than 70 % of the visitors were interested in them and more than half experienced them during their trip in Finland. More than 60% of the visitors were also interested in sauna and almost half of the visitors experienced it.

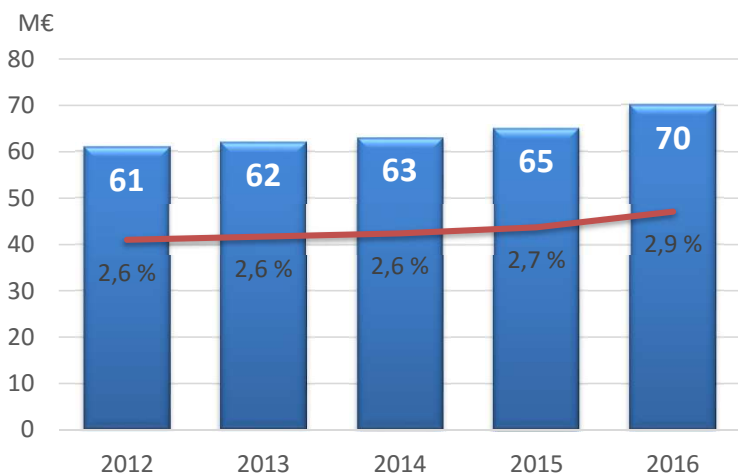


Source: VF Visitor Survey 2016



FRANCE IS THE 8TH BIGGEST TOURISM SPENDER IN FINLAND

Travel-related credits from France and share of total tourism income



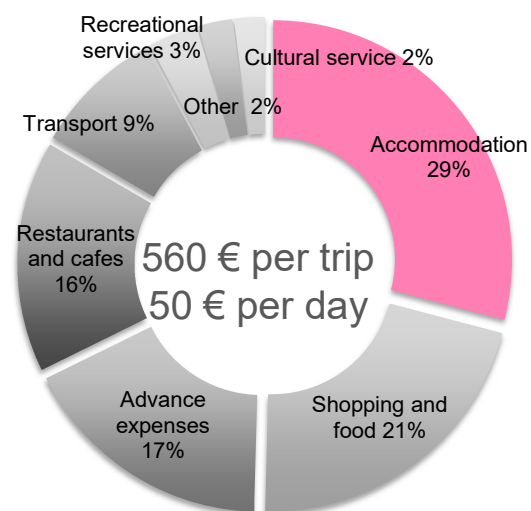
Travel-related credits / top 5 countries 2016

1. Russia
2. Sweden
3. Estonia
4. Germany
5. China
- ...
8. France

Growth compared to previous year
+7,7 %

Share of total tourism income **2,9 %**

EXPENDITURE IN FINLAND



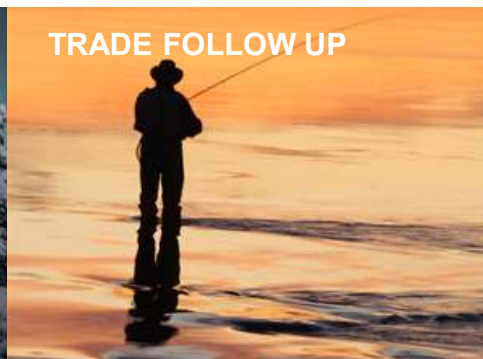
In 2016 French visitors spent almost a third of their travel budget in Finland on accommodation, and a fifth was spent on shopping and food products.



Source: VF Visitor Survey 2016

SOURCES AND MORE INFORMATION:

www.visitfinland.fi/tutkimukset-ja-tilastot
www.visitfinland.com/about-us/tourism-finland



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